# Laporan Kinerja Penjualan SKU

## Panduan Modul Laporan: Laporan Kinerja Penjualan SKU

### Lokasi Modul

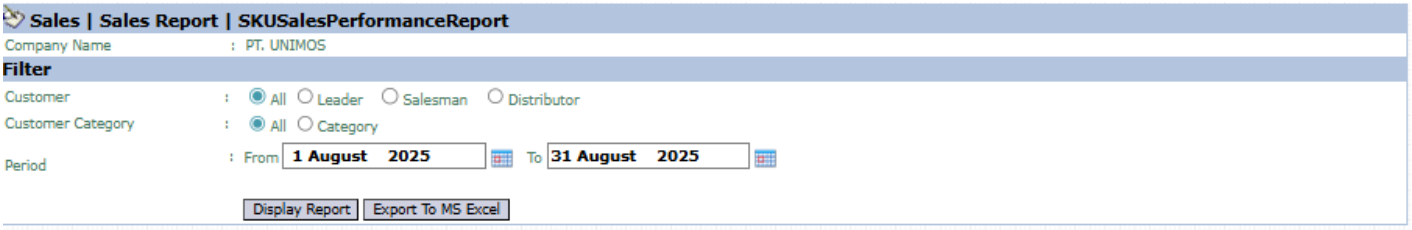
`Penjualan` > `Laporan` > `Laporan Pengiriman` > `Laporan Kinerja Penjualan SKU`

### Tujuan Modul

Modul laporan **Laporan Kinerja Penjualan SKU** (*SKU Sales Performance Report*) berfungsi untuk menghasilkan laporan analisis profitabilitas yang sangat mendalam pada level setiap produk (SKU - *Stock Keeping Unit*). Laporan ini tidak hanya menampilkan data penjualan, tetapi juga memperhitungkan Harga Pokok Penjualan (HPP), retur, serta berbagai biaya promosi untuk menghitung laba akhir dari setiap produk.

## 1. Parameter Laporan (Filter)

Halaman utama modul ini adalah sebuah form yang berisi berbagai parameter untuk menyesuaikan laporan yang akan dihasilkan.




Berikut adalah penjelasan untuk setiap parameter:

- **Customer / Customer Category:**

- Saring data berdasarkan cakupan pelanggan, apakah `All` (Semua), per `Leader`, `Salesman`, `Distributor`, atau per `Category` (Kategori Pelanggan).

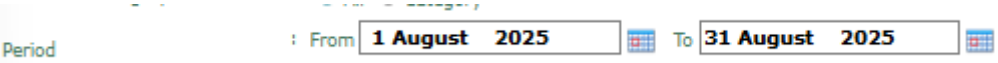
- **Period:**

  - Tentukan rentang tanggal `From` (Dari) dan `To` (Hingga) untuk mendefinisikan periode analisis (contoh: 1 Agustus 2025 hingga 31 Agustus 2025).

# 2. Langkah-langkah Menghasilkan Laporan

### Langkah 1: Mengatur Parameter Laporan

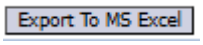
Pilih semua parameter yang Anda butuhkan, terutama tentukan rentang `Period`.




### Langkah 2: Menghasilkan Laporan

Setelah semua parameter diatur, klik salah satu dari dua tombol di bagian kiri bawah halaman:

- **Display Report :** Untuk melihat pratinjau laporan kinerja SKU langsung di layar Anda. 


- **Export To MS Excel :** Untuk mengunduh data laporan dalam format file Excel. 


# 3. Contoh Tampilan Laporan

Setelah Anda klik, sistem akan menghasilkan laporan detail seperti berikut, yang memberikan analisis profitabilitas lengkap per produk.

Print Close

P.T. UNIMOS

**PT. UNGGUL INDO MODERN SEJAHTERA**
Jalan Raya Bambe KM 19, Driyorejo, Gresik, 61177
Jawa Timur
Gresik - Indonesia
Phone +62317590008
Fax +62317591298

**SKUSalesPerformanceReport**

**Periode** 01 August 2025 s/d 31 August 2025

| No. | Kategori & Produk | HPP | Pricelist | Total Sales (QTY) | Total Sales (Value) | Nett Sales | Margin | Retur | CBR Report | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | BS | Prog Bonus Bisc | Prog Bonus Wafer | Disc Tamb Biscuit | Disc Tamb Wafer | Rafraksi Biscuit | Rafraksi Wafer | Total Expense | Profit Sales |
| 1 | BK/Malkist Olezz Choco Party 100 gr/6 pcs x 5 ball/00 | 109,157.83 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | BK/Malkist olezzz Strawberry 100 gr/6 pcsx5 bag/00 | 109,157.83 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 | BK/Malkist Olezz Cheese Choco 100 gr/6 pcs x 5 ball/00 | 109,157.83 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 | BK/Malkist Susu 238 gr/6pack x 3ball/00 | 82,709.92 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5 | BK/Garlic Bread Crackers 108 gr x (6pcs x 4bag)/PP Handle/01 | 73,482.32 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 6 | BK/Cream Crackers Butter 132gr x (6pcs x 4bag)/PP Handle/01 | 61,018.67 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 7 | BK/Malkist olezzz Strawberry 20 gr/10 pcsx12 ball/00 | 62,582.55 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 8 | BK/Garlic Bread Crackers 208 gr/18 Pcs/00 | 66,533.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 9 | BK/Sugar Milky Crackers 108 gr/4 ballx 6 pcs/24 pcs/Handle Bag/00 | 66,956.47 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10 | BK/Garlic Bread Crackers 24 gr/120 pcs/00 | 52,654.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 11 | BK/Malkist Susu 25 gr/10x12 ball/120pcs/00 | 47,133.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 12 | BK/Cream Crackers Butter 262 gr/6 pack x 3 ball/00 | 94,077.07 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 13 | BK/See Hong Puff Kelapa 260 gr/6 pcs x 6 ball/36 pcs/00 | 196,019.78 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 14 | BK/See Hong Puff Crackers 260 gr/6 pcs x 6 ball/36 pcs/00 | 183,801.64 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 15 | BK/Milk Crackers 110 gr/6 pcs x 4 ball/24 pcs/00 | 61,066.55 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | **Total CRACKERS** | | | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 16 | BK/Rose Cream Cokelat 23 gr/20pcs x 6 ball/00 | 47,720.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 17 | BK/Super Cream Bon Bon 46 gr/10 pcs x 6 ball/00 | 55,826.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 18 | BK/Rose Cream Lemon 23 gr/20pcs x 6 ball/00 | 47,720.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 19 | BK/Rose Cream Lemon 260 gr/10pcs/01 | 38,815.40 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20 | BK/Rose Cream Chocolate 260 gr/10pcs/01 | 38,815.40 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 21 | BK/Super Cream Pineapple 200 gr/21 pcs/00 | 58,471.51 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 22 | BK/Super Cream Strawberry 200 gr/21 pcs/00 | 58,471.51 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 23 | BK/Super Cream Bon Bon 200 gr/21 pcs/00 | 58,471.51 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 24 | BK/Super Cream Orange 200 gr/21 pcs/00 | 58,471.51 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 25 | BK/Rose Cream Pineapple 260 gr/10pcs/01 | 36,313.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | **Total CREAM** | | | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 26 | BK/Hello Cookies 11.5 gr/20 pcs x 6 ball/00 | 24,438.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 27 | BK/Garlic Bread Crackers 12 gr/20 pcsx6 ball/00 | 30,215.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 28 | BK/Malkist Olezz Cheese Choco 10 gr/20 pcs x 6 ball/00 | 35,630.66 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 29 | BK/Malkist Olezz Choco Party 10 gr/20 pcs x 6 ball/00 | 35,630.66 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 30 | BK/ABC Choco Crackers 12 gr/20 pcs x 6 ball/00 | 19,542.90 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 31 | BK/Cream Crackers Butter 14.5 gr/9 ballx20 pcs/180 pcs/00 | 38,130.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 32 | BK/Monsta Chocochip Cookies 9 gr/20 pcs x 6 ball/00 | 33,603.74 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 33 | BK/Moni Choco Ring Cookies 11.5 gr/20 pcs x 6 ball/00 | 17,873.96 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 34 | BK/Rimba Choco Crackers 12 gr/20 pcsx 6 ball/00 | 18,481.51 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 35 | BK/Marie Susu Madu 12g/20pcsx6ball/00 | 21,860.68 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 36 | BK/Malkist Susu 12 gr/6 ballx20pcs/120pcs/00 | 29,111.46 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | **Total GOPEK** | | | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 37 | BK/Kukis Butter 218 gr/6 pcs x 4 ball /24 pcs/00 | 76,518.98 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 38 | BK/Kukis Butter 25.2 gr/12 ballx10 pcs/00 | 56,656.67 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 39 | BK/Kukis Mochachino 90 gr/10pcsx3ball/30 pcs/00 | 40,378.01 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 40 | BK/Kukis Susu Vanilla 218 gr/6 pcs x 4 ball /24 pcs/00 | 76,518.98 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 41 | BK/Kukis Mochachino 25.2 gr/12 ballx10 pcs/00 | 56,656.67 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 42 | BK/Kukis Coconut 218 gr/6 pcs x 4 ball /24 pcs/00 | 76,518.98 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 43 | BK/Kukis Kelapa 25.2 gr/12 ballx10 pcs/00 | 56,656.67 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 44 | BK/Kukis Mochachino 218 gr/6 pcs x 4 ball /24 pcs/00 | 76,518.98 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 45 | BK/Kukis Susu Vanilla 25.2 gr/12 ballx10 pcs/00 | 56,656.67 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 46 | BK/Kukis White Coffee 300 gr/18pack/00 | 76,241.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 47 | BK/Kukis Butter 56 gr/10pcs x6ball/60pcs/00 | 70,464.81 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 48 | BK/Kukis Kelapa 56 gr/10pcs x6ball/60pcs/00 | 70,464.81 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 49 | BK/Kukis Mochachino 56 gr/10pcs x6ball/60pcs/00 | 70,464.81 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50 | BK/Kukis Butter 90 gr/10pcsx3ball/30 pcs/00 | 40,378.01 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 51 | BK/Kukis Susu Vanilla 56 gr/10pcs x6ball/60pcs/00 | 70,464.81 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 52 | BK/Kukis Susu Vanilla 90 gr/10pcsx3ball/30 pcs/00 | 40,378.01 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 53 | BK/Kukis Coconut 90 gr/10pcsx3ball/30 pcs/00 | 40,378.01 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | **Total KUKIS** | | | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 54 | BK/Marie Susu Madu 100g/6packx6ball/00 | 75,138.18 | 92,500.00 | 527 | 48,747,500.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 55 | BK/Marie Susu Madu 24 gr/10 pcs x 12 ball/120 pcs/00 | 47,307.81 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 56 | BK/Delicious Kelapa 110 gr/10packx3ball/01 (new) | 50,559.86 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 57 | BK/Narita Marie Susu 150 gr roll/24pack/00 | 37,383.00 | 0.00 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

- **Penjelasan Laporan:** Laporan ini menyajikan analisis profitabilitas yang sangat mendalam untuk setiap produk, yang dikelompokkan berdasarkan kategori (CRACKERS, CREAM, KUKIS, dll.).

- **Kolom-kolom Kunci untuk Analisis:**

- **`Total Sales (Value)`**: Total pendapatan kotor dari penjualan produk.
- **`Nett Sales`**: Pendapatan bersih setelah dikurangi retur atau diskon langsung.
- **`HPP`**: Harga Pokok Penjualan untuk produk tersebut.
- **`CBR Report`**: Bagian ini merinci berbagai biaya promosi dan diskon yang dialokasikan ke produk, seperti `Prog Disc`, `BS/Bonus`, `Refraksi`, dll.
- **`Total Expense`**: Total dari semua biaya promosi yang tercatat.
- **`Profit Sales`**: Laba akhir yang dihasilkan oleh setiap produk, dihitung setelah mengurangi HPP dan semua biaya terkait dari penjualan bersih.

# Tips & Catatan Penting

- Gunakan laporan ini untuk mengidentifikasi produk mana yang paling dan paling tidak menguntungkan secara **laba bersih**, setelah memperhitungkan semua biaya terkait.
- Laporan ini sangat penting bagi **Product Manager** dan **Manajemen** untuk mengambil keputusan strategis mengenai portofolio produk, penetapan harga, dan alokasi anggaran promosi.
- Keakuratan laporan ini sangat bergantung pada akurasi data HPP dan kedisiplinan dalam mengalokasikan semua biaya promosi ke setiap transaksi penjualan.

Revision #1
Created 7 August 2025 11:23:47 by Sayu
Updated 7 August 2025 11:29:08 by Sayu